

About us

Established in 1946, the Urban Redevelopment Authority of Pittsburgh (“URA”) is the City of Pittsburgh’s economic development enterprise, committed to building a prosperous and equitable economy for all of Pittsburgh. We help bridge public and private interests to invest in financially viable equitable developments that promote housing affordability, economic mobility, entrepreneurship, and neighborhood revitalization. Our work creates and sustains quality jobs, thriving neighborhoods, healthy communities, and sustainable businesses for the benefit of all Pittsburghers.

Strategic Sponsorship Program Guidelines

Please carefully review the Strategic Sponsorship Program (“the Program”) Guidelines before applying.

Focus

The Program provides grants to support City of Pittsburgh-based events, programs, and initiatives (**the “eligible activities”**) that align with one or more of the following focus areas:

1. Making Pittsburgh a more equitable, inclusive place for all residents in all neighborhoods;
2. Providing equitable, high-quality economic development services;
3. Investing in economic and community development events, programs and initiatives that align with Pittsburgh’s economic development goals;
4. Supporting or spurring the development of affordable housing;
5. Supporting entrepreneurship and small businesses;
6. Leveraging collaborative relationships with other economic development organizations;
7. Promoting investments that attract and retain businesses; and/or
8. Expanding community-based neighborhood development.

Funding

The URA will make a total of \$50,000.00 in grantable Program funding available in 2023. **Grants are generally awarded in amounts of up to \$5,000.00.** Award amounts are determined by a Sponsorship Committee which conducts a qualitative review of the eligible activities’ alignment with one or more of the above stated focus areas, the potential community impact, and the strength of the applicant’s submitted materials.

The URA may, at its discretion, award enhanced Sponsorship grants in amounts of up to \$7,500.00 for eligible activities that occur in, primarily serve or benefit, and/or are hosted by members of the communities centered in one or more of the seven [Avenues of Hope](#) corridors. Please note that enhanced awards are not automatically conferred to Avenues of Hope-related applications. Rather, the decision to award funding in excess of \$5,000.00 will be based solely on the merits of applicants’ vision and submitted materials.

At its discretion, the URA reserves the right to decline funding or provide funding that is less than the amount requested.

Application Window & Timeline

Applicants interested in receiving Program grant funds to support eligible activities occurring between January 1 and December 31, 2023 must submit their application materials by Monday, June 5, 2023, or at least six (6) weeks prior to the eligible activity’s start date, whichever is earliest. Applicants

applying for an eligible activity occurring prior to June 5, 2023 can expect to hear back about the status of their application within 15 business days of the URA's receipt of their complete application materials. All other applicants will be notified of their selection for grant funds by Friday, July 14, 2023.

COVID-19

Applicants are urged to carefully consider the risks and potential liabilities of hosting an in-person event before applying.

Eligible Entities & Uses

City of Pittsburgh-based entities eligible to apply for Program funding include:

1. Nonprofit entities;
2. Governmental agencies;
3. For-profit and/or nonprofit partnerships where at least one partner is located within the boundaries of the City of Pittsburgh;
4. Community-based organizations;
5. City of Pittsburgh-based small businesses; and/or
6. Individual applicants who will receive grant funds through a fiscal partnership with a not-for-profit organization.

Grant funds may be used to for:

1. The payment of fees/rents for event space(s), including tents and other temporary structures;
2. The creation of advertisements and community outreach related to the sponsored activity;
3. Supplying the sponsored activity with food, non-acholic drink, and other essential materials; and/or
4. General support of the eligible activity.

Ineligible Entities, Activities & Fund Uses

Program grants *will not* be awarded to:

1. Entities which have not registered with the [City of Pittsburgh's Tax Compliance Office](#).
2. Events/programs/initiatives that will occur or primarily serve communities located outside of the boundaries of the City of Pittsburgh.

The geographic eligibility of the planned activity's location should be confirmed prior to applying, even in cases when the planned activity's location has a Pittsburgh mailing address. Please use the [Pennsylvania Municipal Statistics](#) tool to confirm such eligibility.

Events, programs, and initiatives that are ineligible to receive Program funds include those which are:

1. *Political in nature.* Examples of such events include rallies for a campaigning or incumbent elected officials and/or any event which overtly or implicitly endorses one elected official over another.
2. *Religious in nature.* Examples include events conducted primarily for the sake of proselytization for a religious group, denomination, or order, any event which overtly or implicitly endorses one religious group over another, and/or excludes participation based upon religious affiliation.
 - *Please note that religious and/or religion-affiliated organizations may apply for funding so long as the sponsored event, program, or initiative is secular in nature.*

These restrictions apply even if the applying entity/entities would otherwise be eligible for Strategic Sponsorship grants.

Further, **grant funds may not be spent on furnishing alcoholic beverages for events.** If the applicant intends to furnish alcohol as part of the event, program, or initiative, that applicant must attest that URA funding will not be used to purchase alcohol prior to grant disbursement.

URA Strategic Sponsorship Program Application

Additional Conditions and Criteria for Applicants

All applicants considered for a Program grant must:

1. Provide proof of other sources of financial support outside of the URA (i.e., prove the event is financially feasible with or without URA support);
2. If applicable, carry appropriate liability and/or other applicable insurance;
3. Demonstrate thorough planning and coordination; and
4. Provide data for the eligible activity, including anticipated/actual total cost, anticipated/actual impact, and/or the anticipated/actual number of individuals served.

Procedures Following Receipt of Application

1. All applications received by the URA are reviewed by the Executive Operations Coordinator (**the “Coordinator”**) for completeness and alignment with the URA’s economic development priorities.
 - a. Applicants who have submitted materially deficient and/or incomplete applications will be contacted by the Coordinator. These applicants will be given five (5) business days to rectify deficiencies and/or supply missing information. Please note that applicants who miss this five-business day correction window will not receive a grant award.
2. Applicants selected for funding by the Sponsorship Committee will be formally nominated for a grant award via the completion of Application Section D, which is sent to the URA’s Executive Director (**the “Director”**) for final approval.
3. Upon the Director’s approval of a grant award, the Coordinator will contact the applicant to collect grant agreement, banking, and tax documentation.
4. The applicant will be provided URA branding resources for inclusion in the eligible activity’s materials.
5. Payment of grant funds will be issued via automated clearing house (“**ACH**”) payment to the applicant organization or its fiscal representative’s bank account, usually within 15 businesses days of receipt of all grant-related documentation.
6. Following completion of the event/program/initiative, recipients may be required and should be prepared to provide the URA with recap details, including:
 - a. How the event/initiative/program supported the goals of the organization;
 - b. Measurable and non-measurable positive impacts;
 - c. Number of people served; and/or
 - d. Neighborhoods affected or involved.

Application Instructions

1. All applicants must either:
 - a. Complete the Strategic Sponsorship Application Sections A through C, either by hand or electronically. If you need additional space, please transfer application questions to a separate document and answer them there; OR
 - b. Complete Strategic Sponsorship Application Section C – URA Focus Area Alignment, Avenues of Hope Eligibility & Signed Acknowledgment – either by hand or electronically and submit pitch deck/corresponding informational material. *Applicants selecting to apply via option B should be sure to provide information requested in the Sponsorship Application that may not be conveyed in their pitch deck/corresponding information.*
 - o **Regardless of the submission option selected, failure to complete Section C – URA Focus Area Alignment, Avenues of Hope Eligibility & Signed Acknowledgment – may result in rejection of the application.**
2. Submit completed applications to Daniel Grantham, Executive Operations Coordinator, via an e-mail to dgrantham@ura.org.

SECTION A

Applicant Information

Section A requests basic information about the Primary and partnering organizations' contact and other relevant information. Please accurately fill out the information in the space provided.

1. Primary Organization's Name: _____

2. Primary Organization's Address: _____

3. Primary Contact's Name: _____

4. Primary Contact's Phone #: _____

5. Primary Contact's Email: _____

6. Organization's Executive Director/Leader: _____

7. Is your organization registered with the City of Pittsburgh's Tax Compliance Office? YES NO
If NO, please complete and submit the form linked [here](#).

8. Primary Organization is: • 501(3)(c) nonprofit organization
 • Public agency or unit of government
 • Other (please explain): _____

9. (if applicable) Partner Org.'s Name: _____

10. (if applicable) Partner Org's Address: _____

11. Is your Partner Org. registered with the City of Pittsburgh's Tax Compliance Office? YES NO
If NO, please complete and submit the form linked [here](#).

12. (if applicable) Partner Org. is: • A 501(3)(c) nonprofit organization
 • A public agency or unit of government
 • Other (please explain): _____

13. (if applicable) Fiscal Agent's name: _____

14. (if applicable) Fiscal Agent's Address: _____

15. Is your Fiscal Agenda registered with the City of Pittsburgh's Tax Compliance Office? YES NO
If NO, please complete and submit the form linked [here](#).

16. How much grant money are you requesting?: \$ _____

17. Will you accept partial funding if your request is not fully met? Yes No

URA Strategic Sponsorship Program Application

SECTION B

Event/Program/Initiative-specific Questions

Please note: Applicants may submit a pitch deck/corresponding material in lieu of providing responses to Section B questions. Applicants are advised to ensure supplemental materials cover the information requested in Section B.

Section B requests additional information about the organization and how it plans to spend the grant money. Please answer questions as thoroughly as possible. If more space is needed, you may transfer questions #1 through #7 to a separate document.

1. What is your organization's mission?

2. How will the grant money be spent?

3. What additional funds, if any, are identified for the event or program? *Please note that applicants without additional sources of funding will not be eligible for a URA Strategic Sponsorship Program Grant.*

4. How will this grant help the organization reach its goal?

5. What need in the community will be met?

6. If Sponsorship funds are requested for an event, provide: a) the event date(s); b) the name of the event venue; and c) the address of the event venue.

Please note that events must take place within the boundaries of the City of Pittsburgh to qualify for URA Strategic Sponsorship grant funds. You can confirm geographic eligibility [here](#). After searching the address, the corresponding Municipality will appear in the yellow field below "Municipal Tax Rate Summary."

- a. **Date of Event** _____
- b. **Venue Name** _____
- c. **Venue Address** _____

7. What neighborhood(s) will be affected?

8. How many people will be affected?

URA Strategic Sponsorship Program Application

Section C

URA Focus Area Alignment, Avenues of Hope Eligibility & Signed Acknowledgment

1. Out of the following URA focus areas, which best correspond to your activity? (select all applicable)

- 1. Strive to make Pittsburgh a more equitable, inclusive place for all residents in all neighborhoods;
- 2. Provide equitable, high-quality economic development services;
- 3. Invest in economic/community development initiatives in alignment with Pittsburgh's economic development goals;
- 4. Support or spur the development of affordable housing;
- 5. Support entrepreneurship and small businesses;
- 6. Leverage collaborative relationships with other economic development organizations;
- 7. Promote investments that attract and retain businesses; and/or
- 8. Expand community-based neighborhood development.

2. Check Yes or No: Is your event, program, or initiative being hosted or organized by an entity located in or near, slated to occur in or near, and/or will primarily serve or benefit the communities centered in one or more of the seven [Avenues of Hope](#) corridors?

YES NO

3. I, the undersigned, hereby signify that all information provided is true and correct to the best of my knowledge (Please note you may submit with either an electronic or handwritten signature).

Signature

Printed Name

Date

Section D

For Completion by the URA Sponsorship Committee and Executive Director

URA Sponsorship Committee Determination: _____ Approved _____ Denied

Reason for Denial (if applicable): _____

Special Terms & Conditions (if applicable): _____

Applicant's Initials: _____

Committee Signature

Printed Name

Date

Executive Director Signature

Printed Name

Date

- END -